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| DATE: 09/16/91 SALES INFORMATION SYSTEM TIME: 13:02 |
| SUBJECT: WAKEFERN FOOD CORP. SENDER: NICK KURUC 1240 |
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TO: ALL DIVISIONS WITH SHOP RITE STORES SUPPLIED BY WAKEFERN FOOD CORPORATION

SUBJECT: WAKEFERN FOOD CORPORATION

DEAR MANAGERS:

WAKEFERN FOOD CORPORATION IN CONJUNCTION WITH ITS INDEPENDENT MEMBERS, AND MEMBER GROUPS HAS APPROVED A MAJOR DISTRIBUTION OF DORAL AND STERLING PRODUCT TO BE SENT TO ALL SHOP RITE STORES THE WEEK OF SEPTEMBER 16. LISTED BELOW ARE DETAILS:

- DISTRIBUTION AMOUNT: 90 CARTONS PER STORE
- PRODUCT DISPLAY: PLACE ON CARTON MERCHANDISERS, LOW COST SECTION, S/S OR NSS
- COUPONS: DORAL $ 4.00 OR $ 4.50/STERLING $ 2.00
- COUPON PLACEMENT: RJR COUPON REPRESENTATIVES AT STORE LEVEL STARTING MONDAY SEPTEMBER 23.

AFTER COMPLETION OF THE DISTRIBUTION, WAKEFERN WILL SUPPLY MY OFFICE WITH A COMPLETE LIST FOR PAYMENT ($ .25/CARTON PROGRAM). I WILL SUPPLY THOSE DIVISIONS RESPONSIBLE FOR INDEPENDENTLY OWNED OR GROUP STORES, DISTRIBUTION AMOUNTS FOR PAYMENT. IN TURN, I AM REQUESTING THAT A COPY OF EACH DRAFT OR VOUCHER BE SENT TO THIS OFFICE FOR WAKEFERN'S RECORDS.

IF THIS PROGRAM IS SUCCESSFUL, FUTURE SIMILIAR DISTRIBUTIONS WILL FOLLOW.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT ME.

REGARDS,
NICK
G. N. KURUC, JR.

GNK/FR
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CC: APPLICABLE REGIONAL MANAGERS
NASA
*** END OF MESSAGE ***

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